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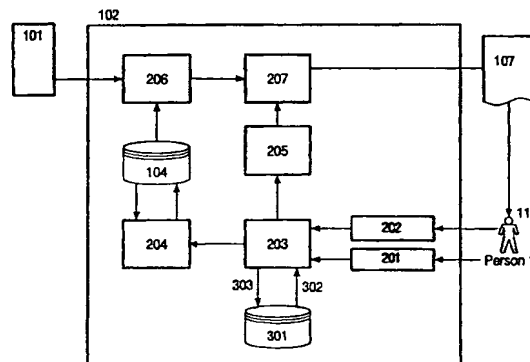
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(54) Title: ADAPTING AN INTEREST PROFILE ON A MEDIA SYSTEM



(57) Abstract: This invention relates to method and a media system (102) of / for adapting an interest profile (104) based on a feedback behavioral profile (301). Said method comprises the steps of: retrieving information about media content (101); retrieving implicit information (201) representing feedback information about a user's interaction with the media system, wherein said implicit information also relates to said information about media content; retrieving explicit information (202) representing feedback information about a user's rating of the media content, wherein said explicit information also relates to said information about media content; updating, by a feedback analysis (203), the feedback behavioral profile in response to at least one of implicit and explicit information; estimating a first score representing relevance of the media content based on the feedback behavioral profile and at least one of implicit and explicit information; estimating a second score based on feedback behavioral profile and the first score, wherein the second score represents reliability of the first score; and updating, by an interest profile maintenance (204), the interest profile based on said first and second scores. Said method further includes the step of: further updating the feedback behavioral profile based on said first and second scores.